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Divine Redeemer Lutheran School Named Parent Choice Award Winner

Hartland, Wisconsin school logs elite parent satisfaction rate during 2023-24 school year

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Divine Redeemer Lutheran School in Hartland, Wisconsin has been awarded a prestigious 2023-24 **Parent Choice Award** by ParentPulse, a third-party provider that administers surveys for more than 130 private and independent schools in the United States.

Parent Choice Awards are presented to a select group of schools that logged an overall parent Net Promoter Score of 70 or greater for the period from Sept. 1, 2023, through May 31, 2024.

Net Promoter Score is a universal metric (expressed as a single number on a scale from -100 to 100) that seeks to measure overall customer satisfaction by asking survey respondents a single question – "How likely are you to recommend us to a friend or colleague?" The Net Promoter Score was developed by Bain & Company, an international management consulting firm, in 2003, and is used by millions of organizations across just about every industry.

Most researchers and survey scientists classify Net Promoter Scores of 30-50 as "good," 50-70 as "excellent" and 70+ as "world class." With a score of 70 or greater during the 9-month period, Divine Redeemer Lutheran School has achieved a truly elite parent satisfaction rate.

Unlike most survey platforms – which measure Net Promoter Score through a one-time survey blast – ParentPulse employs automated, rolling surveys throughout the year, so a school's score is truly reflective of the entire academic year, and not just a single moment in time.

"Net Promoter Score truly captures the essence of an organization's commitment to actively listen to and engage its customers," said ParentPulse founder Ryan Ermeling. "We created ParentPulse to help private and independent schools better understand and leverage the paradigm of 'parent as customer.' Schools that receive this award have truly embraced this concept and are seeking to serve their families and continually adapt to the changing needs of their community."

About ParentPulse

Most private and independent schools don't have a year-round method for capturing parent feedback. That can lead to disgruntled families, unclear priorities and even enrollment decline. ParentPulse features an automated recurring survey tool that gives parents (and now students and staff as well!) a voice throughout the year, empowering school leaders to make more informed decisions and better engage their stakeholders.

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